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ENVIRONICS
RESEARCH GROUP

Report to Health Canada
Focus Group Findings – Final Test on
Second Hand Smoke in the Workplace Ad
POR-02-62
Contract Serial number: H1011-020049/001/CY

September, 2002

PN5231

I. INTRODUCTION

Environics Research is pleased to submit this research report to Health Canada. Environics conducted four focus groups on Monday September 16, 2002. Two groups were held in each of Toronto and Montreal. The Toronto groups were moderated by Derek Leebosh of Environics Research and the Montreal groups were moderated by Louis Philippe Barbeau of CROP.

In each city the first group was composed entirely of non-smokers and the second group was composed of smokers. Each group also contained a mix of "opinion leaders" and people working in the hospitality industry.

The purpose of the research was to test reaction to a television ad (known as "Heather") designed to raise awareness of second hand smoke in the workplace. Reactions were also tested to a bus shelter ad with the same theme and to a brochure entitled "Fulfillment" which is to be sent out to people requesting more information on second hand smoke in the workplace.

The discussion agenda and copies of the bus shelter ads and the brochure are contained in the Appendix at the conclusion of this report.

II. DETAILED REPORT

1. General Views of Second Hand Smoke

At the start of each session there was general discussion of the issue of second hand smoke and whether or not participants were aware of its risks and whether or not they took these risks seriously. In general, there was almost universal awareness among smokers and non-smokers alike that second hand smoke (SHS) poses a serious health risk. No one expressed any scepticism about whether or not SHS is a genuine health problem. It was seen to be a fact. Anecdotally, many participants claimed to know of people with tobacco related illnesses who are not smokers themselves.

Smokers acknowledge that SHS is a serious health issue but feel that non-smokers complain about SHS more to be "nags" and because they just don't like being around the smell of smoke. Smokers do acknowledge that SHS around pregnant women and children is a very serious problem. Some spoke of having children who don't let them smoke in their homes.

Non-smokers definitely consider SHS to be a serious health concern and said that this was NOT just about avoiding the inconvenience of being exposed to the smell of cigarette smoke. Some mentioned having read that SHS was even worse than the smoke inhaled by the smoker since it was unfiltered. Several non-smokers expressed pride in the fact that Canada was taking such a hard-line on smoking in public places and talked of how this compared favourably with other places.

Awareness of this issue has been on the increase in Toronto due to the debate over banning smoking in bars and restaurants and due to information from messages on cigarette packages and some new TV ads. In fact, it was notable that when participants were initially asked about what had "been in the news" recently regarding the tobacco issue, a number of people, particularly in Toronto, mentioned the controversy over whether or not to allow smoking in bars and restaurants. The fact that half of the participants were themselves, people who worked in bars and restaurants probably added to this outcome. A number of participants specifically recalled having seen the television ad about the dangers of second hand smoke in the home.

In Montreal, there was more of a sense that this had been a controversial issue in the past but that now there was more of a focus on lawsuits between the government and the tobacco companies. The issue of SHS was mentioned much less as a top of mind tobacco related issue. It should be stressed that in all groups there was a perception that SHS in the workplace was rapidly becoming a non-issue. Many believe that bars and some restaurants are the only workplaces left where there is any smoking allowed. There is a perception that smoking in all other workplaces is now non-existent.

2. Reaction to “Heather” Television Ad

Participants were shown a video of the “Heather” and asked to write down what feelings the ad initially provoked in them, what the message of the ad was and who they thought the ad was directed at.

Feelings from the Ad

Among non-smokers the most common feelings included:

- Sad
- Worried
- Vulnerable
- Angry (that she is dying because other people smoke)
- Upset; and,
- Nervous

Smokers tend to describe their feelings after seeing the ad more as:

- Guilt
- Sadness
- Sentimental
- Pity; and,
- Uncomfortable

To the extent that smokers feel anger after seeing the ad, it is more of an anger at Heather for not making the choice of NOT working in a smoke filled environment.

Message of the Ad

Smokers tended to see the message of the ad as being purely one of telling people that second hand smoke can be deadly. Some also added in their written comments that it also showed smokers that their smoking was not only bad for their own health but also bad for the health of others who did not choose to smoke.

It was notable that the initial reaction from the smokers was to feel sad and guilty, though some also wondered whether this would happen in this day and age where there are much fewer workplaces with a lot of smoke. They tended to feel sad about the personal tragedy and to feel some guilt for having contributed to it as a smoker. For the most part though, smokers tended to try to distance themselves from seeing any link between the ad and their own behaviour.

Non-smokers saw the ad as telling about the evils of smoking in society and how it can kill "innocents". To non-smokers, the message went beyond saying that second hand smoke can kill. It also sent out the message that non-smokers are at unnecessary risk due to the smoking habits of others. The use of words like "nervous" and "vulnerable" were examples of how non-smokers often saw a direct personal link to the message in the ad. The ad made several of them feel angry that she (Heather) ought to have had the right to a smoke-free workplace and that she was denied this and is paying with her life. It also reinforced the message that SHS can kill.

Intended Audience and Goals of the Ad

Among both non-smokers and smokers the Heather ad was seen as being directed both at smokers to tell them that their habit is damaging others, but also at non-smokers who are exposed to second hand smoke in the workplace and who need to realize that this can endanger their health. Many participants also saw the ad as being specifically directed at people working in bars and restaurants who have been exposed to a lot of SHS. Among smokers it was notable that some felt that the ad was intended to make them, as smokers feel guilty about smoking around non-smokers.

The ad was also seen to have to goal of raising consciousness among non-smokers and make people take SHS seriously. Some mentioned that it would also serve the purpose of making people more supportive of further restrictions on smoking in public places.

As mentioned above, initially smokers reacted to the ad in a similar way to the non-smokers, though they tended to see it more as something sad that made them feel guilty. Once they began discussing the ad, they began to take an increasingly negative view of it and saw it as implying that they are responsible for non-smokers dying. They felt that "Heather" is trying to shift all responsibility for her illness on to them and some take the view that a non-smoker has to be responsible for making the decision to work in a smoke filled workplace! This ad was seen by smokers as being directed partly at them to make them feel guilty and also partly to give non-smokers more ammunition to "hassle" smokers with.

Non-smokers tended to think that the ad was highly effective both in making them think twice about working in a smoke filled workplace, but also in terms of making them feel even more supportive of more restrictions on smoking in the workplace. Some said that seeing this made them want to stop their children from ever working in a smoky bar. Several said that they would happily sign a petition against smoking in the workplace.

Tagline

The tagline "are you a target?" is rarely noticed spontaneously and makes very little sense to most participants. No one spontaneously recalled the tagline or the visual image of the smoke rings forming a target. Some wondered if the question was asking if you (the viewer) are the target for the ad itself or the target of second hand smoke. It is confusing because people personalized the ad very differently depending on whether they are smokers or not and on whether or not they personally work in a smoky workplace.

Musical Background

There was little consensus on whether or not the ad should have music in the background. In Montreal and among non-smokers there was some sentiment that the music would heighten the emotional impact of the ad. Others found it made the ad too melodramatic. In Toronto, there was no consensus on this at all. In Montreal there was more of a preference for the ad with musical background.

3. Reactions to Bus Shelter Heather Ad

Overall View of the Ad

The bus shelter ad itself was seen to be a good complement to the television ad, but some felt that as a stand-alone ad it might not have enough information or have a compelling enough headline. In all groups there was a general view that the headline on the ad "Is 2nd hand smoke deadly?" was weak. It was felt that by asking a question it invited people to wonder whether maybe SHS was NOT deadly. Some participants suggested that the slogan on the brochure "SHS in the workplace is a real threat" was much more effective. It should be noted that participants were almost unanimous in their agreement that SHS was a health risk so this is not a question that people feel needs to be answered.

The small print in the ad was seen to be too small, even when it was pointed out that it would be appearing on a six-foot high bus shelter. Also, while the comment about the tobacco industry thinking that smoking is a "bother" made some non-smokers angry at the tobacco industry, the second clause about how SHS kills 1,000 Canadians was viewed very negatively. It was pointed out over and over that 1,000 deaths a year is really a surprisingly small number for a country with over 30 million inhabitants. Many had thought previously that the death toll from SHS was higher than this. It would be more effective to avoid a specific casualty figure at all, than to have one that is seen to be surprisingly low. Among non-smokers, the mention of the tobacco industry thinking that SHS was a bother was something that made people feel angry at the industry, though some would have preferred to see the word "only" before "a bother". Smokers

were more cynical about the government or Health Canada's motives in making a gratuitous reference to the tobacco companies' views on SHS.

Picture Preference

Participants were shown two versions of this bus shelter ad. Both versions had identical text but in one version the picture of Heather is one of her looking away to the right. The other has her looking straight ahead.

Participants were quite divided as to which of Heather would be preferable. The non-smokers in Toronto tended to prefer the picture of her looking away and the smokers in Toronto tended to prefer her to be looking straight ahead. In Montreal, opinion was very mixed in both groups. When participants commented on their reasons for preferring one picture or another it seemed that when Heather looks away it makes her seem like more of a wistful, powerless victim whom we are supposed to sympathize with. When she looks ahead it makes more of a "I have something to tell you" statement. The main problem with her staring straight ahead was that some felt that the picture made her look too intense and "scary". Ultimately, it seemed to be really a question of what emotion the ad is supposed to solicit from the viewer.

4. Reaction to Fulfillment Brochure

It was explained to participants that the "Fulfillment" brochure would be sent out people calling the 1-800 O-CANADA number and requesting more information. The "Fulfillment" brochure was very well received by non-smokers who liked all the facts it contained and who would be very interested in knowing more. They suggested making the brochure available in more public places such as hotels and government offices. They felt that it was well laid out, "snappy" and would motivate them to be a voice for greater restrictions on SHS. ✖ —

Smokers in Toronto tended to be more dismissive of the brochure, claiming that it is all "information that everyone already knows" and that it will just give non-smokers more facts to "bash them over the head with". It was pointed out that the action that is suggested in the brochure is really directed at non-smokers. There is little in this brochure for smokers. Some mentioned that they felt that money would be better spent on subsidizing smoking cessation products. In Montreal, smokers were less negative towards the brochure and felt that it contained some useful, interesting information.

5. Overall Attitude to Health Canada's Initiative on Second Hand Smoke

Non-smokers had a very positive attitude towards the Government of Canada for spearheading this information campaign about SHS and thought that this was a very appropriate role for government. They felt that more non-smokers needed to be informed of how serious the risks of SHS were and that more information

should be sent to schools. It was seen as showing that Health Canada cares about Canadians and that it wants to reduce medical bills. One participant said, "sometimes you need Big Brother". The campaign was seen as reinforcing the notion that tobacco companies are just "out to make a buck" and was also seen as motivating non-smokers to be more militant about their right to a smoke free workplace.

Smokers in Toronto tended to be much more cynical about the government's motives in running this kind of campaign. They felt that it was all about getting votes and vilifying smokers. They thought that money would be better spent on initiative to help smokers quit. Once again, the smokers in Montreal were less cynical about the overall campaign and felt that it was good to inform the public about SHS.

APPENDIX ONE

DISCUSSION AGENDA AND WRITTEN EXERCISE SHEET

September 13, 2002

**Health Canada Focus Group Testing of Final Second Hand Smoke
TV Ads and Print Concepts
Discussion Agenda – Final**

**Smokers and Non-smokers Opinion leaders and hospitality industry
workers**

PN5231

1.0 PROCEDURES AND INTRODUCTIONS (10 MINUTES)

Welcome to the group. We want to hear your opinions. Not what you think other people think – but what you think!

Feel free to agree or disagree. Even if you are just one person among ten that takes a certain point of view, you could represent hundreds of thousands of people in the country who feel the same way as you do.

You don't have to direct all your comments to me; you can exchange ideas and arguments with each other too.

You are being taped and observed to help me write my report.

I may take some notes during the group to remind myself of things also.

The hostess (I) will pay you your incentives at the end of the session.

Let's go around the table so that each of you can tell us your name and a little bit about yourself, such as what you do for a living, who lives in your house and what you like to do for fun.

As you may have guessed from some of the questions we asked you when we invited you to this session, we are going to be discussing some issues that relate to smoking and we will also be looking at some television and print advertisements.

2.0 WARM-UP ON SMOKING AND SECOND HAND SMOKE (20 MINUTES)

First of all, I'd like to go around the table and have you each tell us about the role smoking plays in your life.

- 1abc 1a 1b
SMOKERS: When and how did you start smoking? Do you live with other smokers? Do you work with other smokers? 1c 2a 2b
- 2abc 1c 2a 2b
NON-SMOKERS: Did you ever smoke in the past? Does anyone in your family smoke? Do you work with smokers? 2c
- 3 What kind of things have you been hearing about lately in the news about tobacco and smoking?
- 4ab 4a 4b
What about second hand smoke? Does everybody know what this means?
- 5 What do you know about second hand smoke?
- 6 Do you see second hand smoke as a real health issue, or is it mainly a "bother" to non-smokers who just don't want to be exposed to the smell of tobacco smoke and don't want it in their clothes or in their houses etc...?
- 7 What kinds of things do you know about second hand smoke and the dangers it poses?
- 8a 8b 8c
8a 8b 8c
Are these dangers real? How serious are they? Are the dangers over-rated?
8a 8b 8c
What kinds of things have you heard about the effects of second hand smoke? 8d
(**PROBE FOR:** Health effects; number of deaths) 8e
- 9 Is this something you've always known about or is this something that has been getting a lot more attention lately?
- 10ab 10a 10b
If so, why do you think you have been hearing more about SHS lately? Have you heard much about smoke-free public places and workplaces?
- 11 Have any of you seen any ads on TV or in print specifically about second hand smoke?
- 12 What did you see?

3.0 TELEVISION ADS

I'm going to show you a television ad about second hand smoke. Imagine that you're sitting at home watching television, the program you are watching goes to commercial break and this ad comes on.

I'm going to circulate a page with some written exercises for you to fill in about the ad.

SHOW "HEATHER" AD

NB: THE ENGLISH VERSION TO BE SHOWN IN TORONTO HAS JUST V/O AND NO BACKGROUND MUSIC. THE FRENCH VERSION TO BE SHOWN IN MONTREAL HAS BACKGROUND MUSIC.

Before we discuss this in detail, I'd like to hear what people wrote down in answer to the questions on the piece of paper I had you fill in.

13 First of all, how did this ad make you feel?

14^{ab} What did you think was the main message of the ad? What is the point the sponsors or makers of the ad are trying to get across? ^{14a} ^{4b}

15^{ab} What about the question about whom this ad was directed at. How did you all answer that? ^{15a} ^{15b}

16^{ab} In what way could this ad be relevant to each of you personally, if at all? ^{16a} ^{16b}

17^{ab} What do you think the goal of the ad is? Why do you think that Health Canada would be running it? ^{17a} ^{17b}

18^{ab} How effective is it at convincing people of the dangers associated with second hand smoke in the workplace? Why? ^{18a} ^{18b}

19^{ab} Is it believable? Do you think that this can really happen to someone just from breathing in second hand smoke? ^{19a} ^{19b}

20 Is this just "scare tactics" by the government?

21^{ab} Does seeing this ad make you more concerned about the effects of second hand smoke or does it have no impact at all on you impression of the effects of second hand smoke? Why/Why not? ^{21a} ^{21b}

22^{ab} **PROBE:** Did you already know this? Did this "shake you up"? ^{22a} ^{22b}

23 Have you ever personally known of people getting cancer or other respiratory illnesses because of second hand smoke?

24 Is there anything in the ad that makes you feel very uncomfortable or angry? **(GO AROUND TABLE, ELICITING RESPONSES FROM ALL)**

25^{ab} If you saw this ad, would it make you do anything? What? ^{25a} ^{25b}

26^{ab} **PROBE:** Try to get smoking banned in your workplace? ^{26a} ^{26b}

26 Cut down on smoking around others?

27 Be more aggressive about asking people to stop smoking near you?

28ab What about the tagline "ARE YOU THE TARGET?" at the end of the ad? What does it mean to you? ^{28a} ^{28b}

29 Does it fit with the rest of the ad?

30 Is it an effective way to convey the message?

31 Did you think this is an appropriate suggestion to make at the end of these ads?

32abcd (SMOKERS) How did you feel about this line? ^{32a} Do you think this is an effective ^{32b} approach? Are you likely to think about this next time you light a cigarette in a ^{32c} public place? (PROBE FOR POSSIBLE "BLAMING THE VICTIM" ^{32d} SENTIMENT)

PLAY VERSION WITH MUSIC IN TORONTO; PLAY VERSION WITHOUT MUSIC IN MONTREAL

33 Which did you they prefer, the ad with music or without music?

34 Does the presence/absence of the music affect the emotion of the commercial?

35 Any comments on the type of music?

4.0 POSTER/BUS SHELTER AD (10 MINS)

~~36~~

Here are two poster versions of this ad that could be in bus shelters.

37ab Which version do you prefer? Why? ^{37a} ^{37b}

38 If you saw this on its own without having seen the TV version of the ad, what would it mean to you?

39 How believable were the facts presented to you in this ad?

40ab On the whole, did the ad make an impression on you? What part was most effective at making that impression? ^{40a} ^{40b}

41ab How well does the print ad fit with the TV ads from earlier? Why did you say that? ^{41a} ^{41b}

42ab Does seeing these ads make you more concerned about the effects of second hand smoke on people exposed to it at work, or does it have no impact at all on your impression of the effects of second hand smoke? Why/Why not? 42a 42b

43ab Which of the facts do you think would be most effective at convincing people of the dangers associated with second hand smoke in the workplace? Why? 43a 43b

44abcd If you saw this ad, would it make you do anything? ^{44a} ^{44b} **PROBE:** Try to get smoking banned in your workplace? Cut down on smoking around others? Be more aggressive about asking people to stop smoking near you? 44c 44d

5.0 FULFILLMENT BROCHURE (10 MINUTES)

Now I'm going to show you a brochure. This is what would be sent to you if you contacted the Government of Canada for more information on second hand smoke.

DISTRIBUTE TEXT OF BROCHURE AND SHOW MOCK-UP

45 What do you think of this piece?

46 Is the information clear?

47ab Is there enough information? Too much? 47a 47b

48 Is the information useful?

49 Do any of the facts in it really stand out?

50ab What would you do with this information? Would it lead you to take any action? 50a 50b

6.0 OVERALL CAMPAIGN (15 MINUTES)

51 Have these ads told you anything about second hand smoke that you didn't know before seeing them?

52abc The Government of Canada wants to make people more aware of the risks associated with second hand smoke in the workplace. Why do you think they want to do that? Should they be involved? Why, why not? 52a

53 Are these ads effective in doing this? 52b 52c

54abc Is this an effective way of convincing Canadians of the health crisis associated with tobacco use? What do you like about it? What do you dislike about it? 54a

54b

54c

55a 55b

55ab

How do these ads make you feel about the tobacco industry? Does it tell you anything you didn't know?

56

Does this make you think we need stronger measures to reduce tobacco use in places where second hand smoke is an issue?

57

(SMOKERS) Do these ads make you think more about the impact of smoking on others around you?

58

(NON-SMOKERS) For those of you who don't smoke, but maybe know someone who does, does this encourage you to try to convince those people to quit smoking, or at least not smoke while they are around you?

59

Does it make you think twice about the safety of your workplace?

THANKS FOR YOUR PARTICIPATION

6

CIRCLE YOUR ANSWERS TO THE FOLLOWING QUESTIONS:

DO YOU SMOKE? YES NO

GENDER MALE FEMALE

DO YOU WORK IN A BAR OR RESTAURANT? YES NO

AGE: _____

WRITTEN EXERCISE – TV Ad

What two words best describe how this ad makes you feel?

What is the main message of this ad? What is it trying to say?

What kind of person do you think this ad is directed at? Is it directed at you?

What facts do you remember from the ad?

APPENDIX TWO

CREATIVE MATERIALS

IS 2ND-HAND SMOKE DEADLY ? JUST ASK HEATHER.

She never smoked a day in her life, now she's dying of lung cancer. Over 11 million Canadians are still exposed to 2nd hand smoke at work every day. Are you a target ?

Call 1-800-0-Canada (1-800 622-6232) TTY: 1 800 465-7735 www.gosmokefree.ca

LA FUMÉE SECONDAIRE EST-ELLE MORTELLE ? DEMANDEZ À HEATHER.

Elle n'a pas fumé une seule cigarette de sa vie, mais elle se meurt du cancer du poumon.

Plus de 11 millions de Canadiens sont toujours exposés à la fumée secondaire chaque jour au travail. Êtes-vous ciblé ?

Appelez au 1 800 0-Canada (1 800 622-6232) ATS : 1 800 465-7735 www.vivezsansfumee.ca

HEATHER CROWE, 57



IS 2ND-HAND SMOKE DEADLY? JUST ASK HEATHER.

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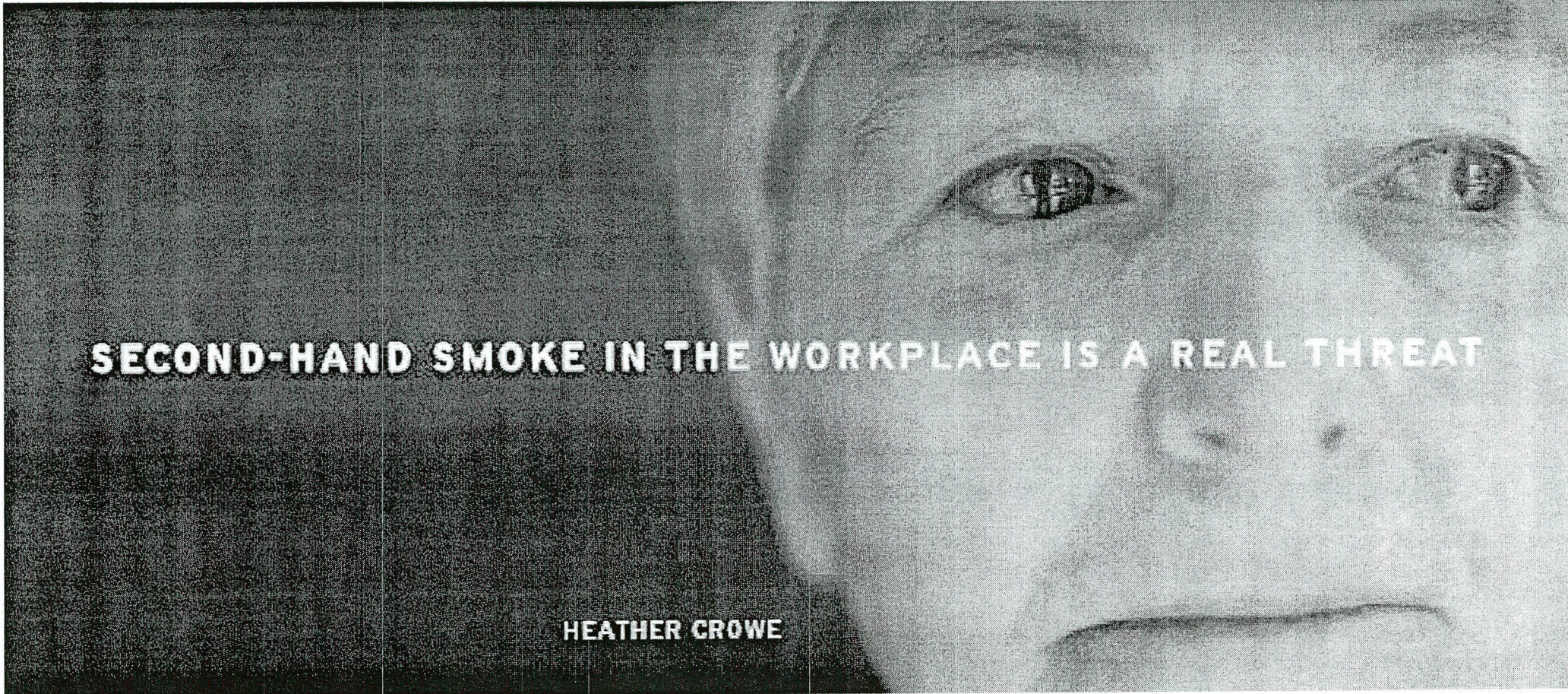
HEATHER CROWE, 57



Health
Canada

Santé
Canada

Canada



SECOND-HAND SMOKE IN THE WORKPLACE IS A REAL THREAT

HEATHER CROWE

RÉALISATIONS
2 d e g o

No. dossier TOB-02123		Client Santé Canada		
Description Brochure - Fulfilment piece An/Fr - Page 02				
Titre «Second-hand smoke in the workplace...»				
Publication				
Format 8,75x3,875" (fermé)		Couleur 4c		
Date Sept 2002		Infographe Y. Casavant		
Maquette	Infographe	Studio	Relecture	Production
N°	N° 1	D. A.	Serv. client	Client
Date	Date 05/09/02			

WHAT IS SECOND-HAND SMOKE AND WHY IS IT SO DANGEROUS?

It's the smoke that's released from the end of a burning cigarette.

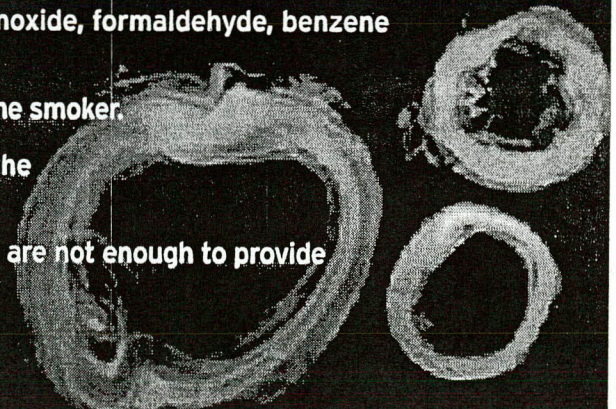
It's the smoke that's exhaled by a smoker.

It contains more than 4,000 chemicals, including carbon monoxide, formaldehyde, benzene and hydrogen cyanide.

It contains the same toxic chemicals as the smoke inhaled by the smoker.

Even after a cigarette is out, second-hand smoke remains in the environment (furniture, carpets, blinds...) and is still toxic.

Ventilation systems, air purifiers and designated smoking areas are not enough to provide protection from second-hand smoke.



No	No	Date 05/09/02
Maquette	Infographie	Studio
Relecture	Production	
Date Sept 2002	Infographe Y. Casavant	
Format 8,75x3,875" (fermé)	Couleur 4c	
Publication	Titre «La fumée secondaire au travail...»	
Description Brochure - Fulfillment pièce An/Fr - Page 11		
No. dossier TOB-02123	Cient	Santé Canada

2 de 90
RÉALISATIONS

QU'EST-CE QUE LA FUMÉE SECONDAIRE ET POURQUOI EST-ELLE AUSSI DANGEREUSE ?

C'est la fumée qui se dégage lorsqu'une cigarette se consume.

C'est la fumée qui est exhalée par un fumeur.

Elle contient plus de 4 000 agents chimiques dont le monoxyde de carbone, le formaldéhyde, le benzène et l'acide cyanhydrique.

Elle contient les mêmes agents chimiques toxiques que la fumée inhalée par un fumeur.

Même une fois la cigarette éteinte, la fumée secondaire demeure dans l'environnement (meubles, tapis, stores...) et est toujours toxique.

Les systèmes de ventilation, les purificateurs d'air et les zones réservées aux fumeurs ne suffisent pas pour vous protéger de la fumée secondaire.

POURQUOI LES LIEUX DE TRAVAIL PRÉSENTENT-ILS UN TEL RISQUE ?

3 millions de travailleurs canadiens n'ont aucune protection contre la fumée secondaire.

8 millions de plus ne bénéficient que d'une protection partielle.

L'exposition à la fumée secondaire peut être plus importante dans certains lieux de travail qu'à la maison. Par exemple, la concentration de nicotine mesurée dans l'air des bars est 15 fois supérieure à celle que l'on retrouve dans la maison d'un fumeur.

Les non-fumeurs qui travaillent dans un environnement saturé en fumée inhalent les mêmes substances toxiques que les fumeurs eux-mêmes.

Les employés régulièrement exposés à la fumée secondaire sont susceptibles de voir augmenter de 20% leur risque de développer un cancer du poumon.

Le risque qu'un non-fumeur développe une maladie coronarienne peut être significativement plus élevé s'il se trouve exposé régulièrement à la fumée secondaire au travail.

No	No 1	Date	Date 05/09/02
Maquette	Infographie	Studio	Relecture
Date Sept 2002	Infographie Y. Casavant	Format 8,75x3,875 "(terme)"	Couleur 4c
Publication	Titre «La fumée secondaire au travail...»		
Description Brochure - Fulfillment pièce An/Fr - Page 10	No. dossier TOB-02123 Client Santé Canada		

RÉALISATIONS
2 de 90

WHY DOES THE WORKPLACE PRESENT SUCH A RISK?

3 million Canadian workers have no protection from second-hand smoke.

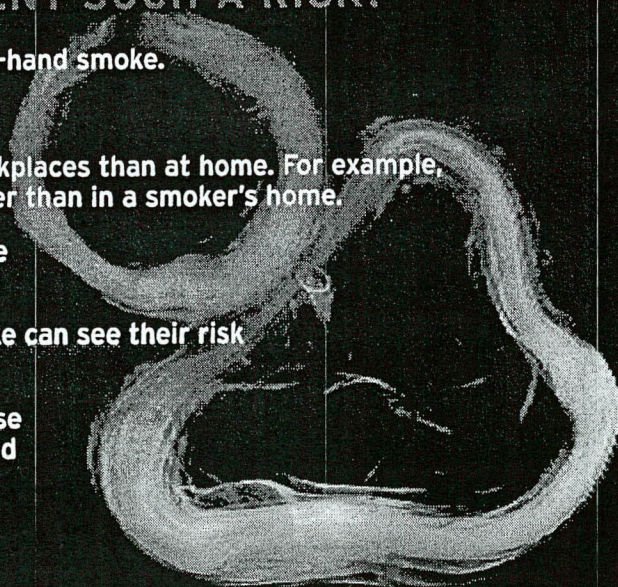
Another 8 million have only partial protection.

Exposure to second-hand smoke can be higher in some workplaces than at home. For example, the level of nicotine in the air in bars is up to 15 times higher than in a smoker's home.

Non-smokers who work in a smoke-filled environment inhale the same toxic chemicals as the people smoking.

Employees who are routinely exposed to second-hand smoke can see their risk of lung cancer increase by 20%.

The risk of a non-smoker developing coronary heart disease can be considerably higher if he or she is regularly exposed to second-hand smoke on the job.



RÉALISATIONS
2 d e g o

No. dossier TOB-02123		Client Santé Canada		
Description Brochure - Fulfilment piece An/Fr - Page 03				
Titre «Second-hand smoke in the workplace...»				
Publication				
Format 8,75x3,875"(fermé)		Couleur 4c		
Date Sept 2002		Infographe Y. Casavant		
Maquette	Infographe	Studio	Relecture	Production
N°	N° 1	D. A.	Serv. client	Client
Date	Date 05/09/02			

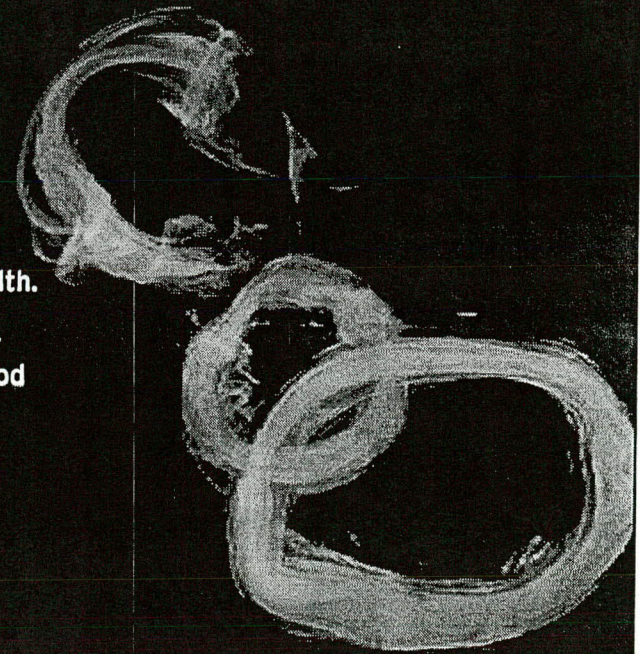
RÉALISATIONS
2 d e g o

No. dossier TOB-02123		Client Santé Canada		
Description Brochure - Fulfilment piece An/Fr - Page 04				
Titre «Second-hand smoke in the workplace...»				
Publication				
Format 8,75x3,875" (fermé)		Couleur 4c		
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PROFILE.

Heather Crowe, 57, never smoked.
But she worked in a restaurant with a smoking section.
Now Heather has lung cancer.

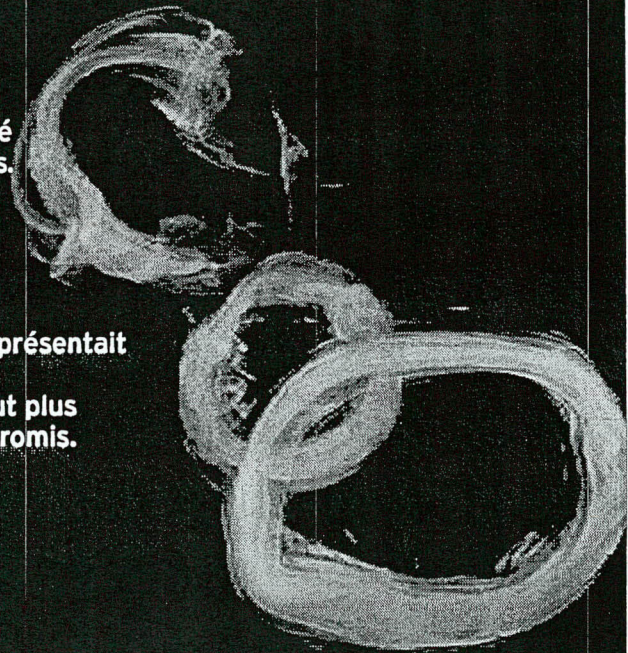
Years ago, when Heather began working as a waitress,
she didn't know second-hand smoke could damage her health.
As little as 15 years ago, the tobacco industry said
second-hand smoke did no harm, and she felt secure in her
workplace. Today, Heather can no longer work. Her livelihood
is gone, her health is affected, her future is compromised.



PORTRAIT.

Heather Crowe, 57 ans, n'a jamais fumé, mais elle a travaillé dans un restaurant pourvu d'une section réservée aux fumeurs. Aujourd'hui, Heather a le cancer du poumon.

Il y a quelques années, lorsqu'elle a commencé à travailler comme serveuse, Heather ne savait pas que la fumée secondaire pouvait nuire à sa santé. L'industrie du tabac, il y a 15 ans à peine, soutenait que la fumée secondaire ne présentait aucun danger et Heather se sentait en sécurité au travail. Aujourd'hui, Heather est incapable de travailler : elle ne peut plus gagner sa vie, sa santé est affectée et son avenir est compromis.



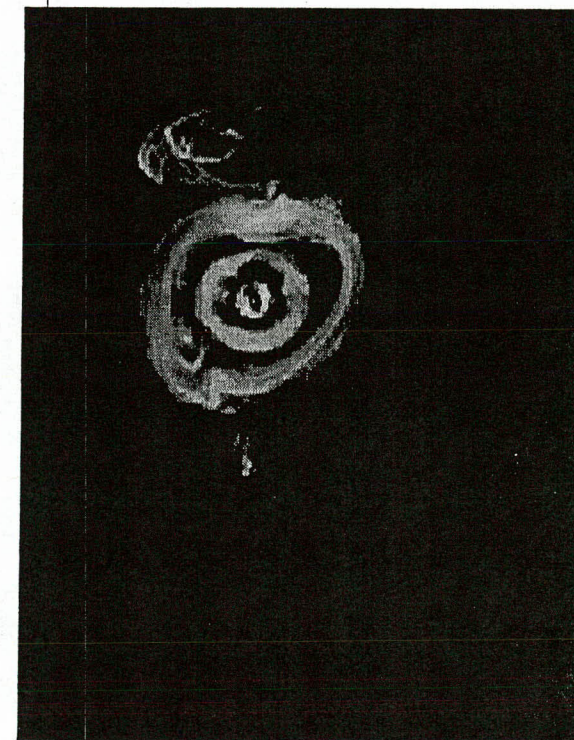
RÉALISATIONS
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RÉALISATIONS
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No. dossier TOB-02123		Client Santé Canada		
Description Brochure - Fulfilment piece An/Fr - Page 06				
Titre «Second-hand smoke in the workplace...»				
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Format 8,75x3,875" (fermé)		Couleur 4c		
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ATTENTION, PAGE 5/6 TRIMÉE À 3 PO.



YOU CAN MAKE A DIFFERENCE.

- Let people know how bad second-hand smoke is.
- Discuss your concerns with co-workers and employers.
- Support municipal by-laws that restrict smoking in public places.

And visit www.gosmokefree.ca to find out about *Smoke Free Spaces*.
It's a toolkit that will help you make your community smoke-free.

Don't be a target.

For information on the Tobacco Control Strategy
or other Government of Canada programs and services, please call

1 800 O-Canada (1 800 622-6232)
TTY: 1 800 465-7735 www.gosmokefree.ca



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RÉALISATIONS
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VOUS POUVEZ FAIRE UNE DIFFÉRENCE.

- Faites savoir aux gens à quel point la fumée secondaire est nocive.
- Discutez de vos appréhensions avec vos collègues et vos employeurs.
- Apportez votre soutien aux arrêtés municipaux qui restreignent l'usage du tabac dans les lieux publics.

Visitez aussi le www.vivezsansfume.ca pour obtenir de plus amples renseignements sur les *Espaces Sans Fumée*. Ce guide pratique vous aidera à faire de votre communauté un environnement sans fumée.

Ne soyez pas une cible.

Pour plus d'information sur le Programme de la lutte au tabagisme ou sur les autres programmes et services du gouvernement du Canada, appelez au

1 800 O-Canada (1 800 622-6232)

ATS: 1 800 465-7735 www.vivezsansfume.ca

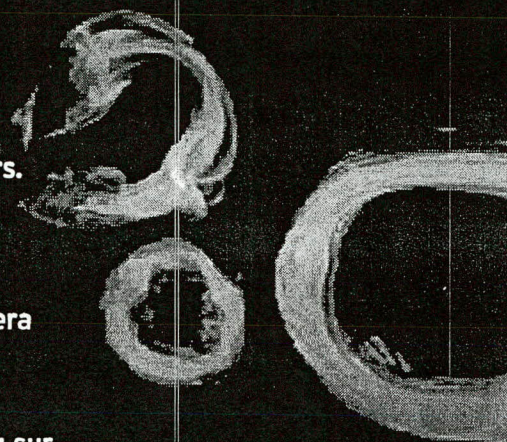


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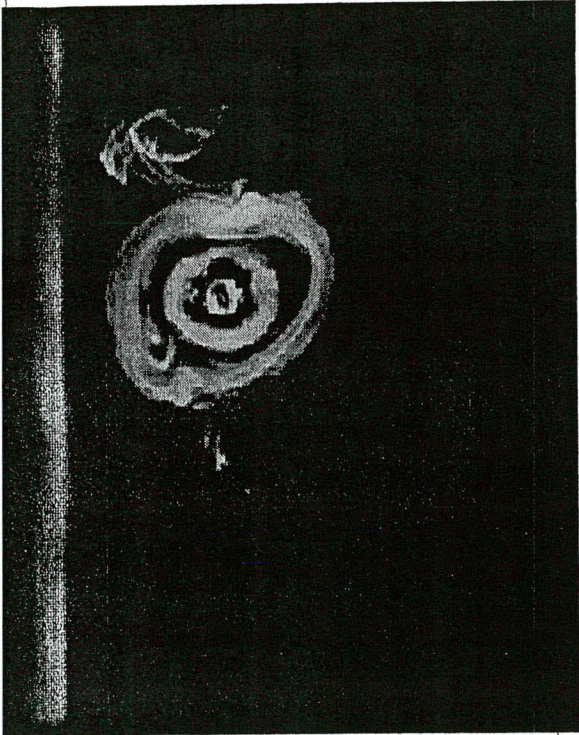
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Description Brochure - Fulfilment piece An/Fr - Page 05				
Titre «Second-hand smoke in the workplace...»				
Publication				
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